

The background of the entire page is a dense, multi-racial crowd of people, mostly in civilian or military attire, looking towards the camera. In the foreground, the back of an Air Force recruiter is visible, wearing a light blue short-sleeved uniform shirt and a dark blue garrison cap. The recruiter is facing the crowd.

DECEMBER 2002

RECRUITER

The magazine for the Air Force recruiting professional

World Class Customer Service
Serving one customer at a time

Top EA Recruiters

Name	SQ/FLT	Net Res	Goal %
SSgt Dustin Sprague	319/D	7	700%
SSgt Mark Dedek	319/D	6	600%
TSgt Ricky White	361/B	10	500%
SSgt Kevin McCormick	319/E	5	500%
SSgt Darin Smith	319/C	5	500%
SSgt Chris Williams	364/D	9	450%
MSgt Joseph O'Gallagher	364/D	13	433%
TSgt Rodney McDaniel	343/E	12	400%
SSgt Joseph Giattino	313/B	4	400%
TSgt Ariel Manningding	369/H	7	350%

Top Flight Chiefs

Name	SQ/FLT	Net Res	Goal %
TSgt George Lofton	338/C	10	1000%
SSgt John Ortiz	338/F	10	500%
TSgt Foster	336/C	5	500%
SSgt Archuleta	336/A	5	500%
SSgt Jeffrey Gregor	339/A	5	500%
MSgt Daniel Dostart	343/E	30	250%
MSgt Kahlil Stevenson	319/E	21	210%
MSgt Chris Eurich	339/E	14	200%
MSgt Greg Elmore	318/H	18	200%
MSgt David Anderson	367/G	27	180%

Top OA Producers

	Physician	Nurse
1st place	313	343
2nd place	336	348
3rd place	339	311
4th place	314	332

Source: AFRS Operations

Information current as of Nov. 19

Cover photo: Staff Sgt. Jim Murray, 341st Recruiting Squadron enlisted accessions recruiter, stands before a crowd of customers.

Photo Illustration by Senior Airman Marti Ribeiro

AFRS Spotlight

Name: Tech. Sgt. Mike Grosso
Job: Enlisted Accessions Recruiter, Colorado Springs, Colo., 367th Recruiting Squadron
Hometown: San Antonio, Texas
Time in the Air Force: 16 years
Time in AFRS: Three and one-half years
Prior career field: Security Forces
What inspires you to do what you do?
 Knowing I am in the life changing business — giving young people opportunities they didn't know they would have.
What are your personal and career goals?
 I want to be in the best flight in AFRS. I want to make chief master sergeant and complete my master's degree.
What hints can you give to others about recruiting?
 Follow up! Follow up! Attention to detail.
What is the best advice you have ever received?
 Treat others the way you would want to be treated.

Photo by Master Sgt. Rick Perez



Tech. Sgt. Mike Grosso, 367th Recruiting Squadron, talks with an applicant about his paperwork over the phone.

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Recruiter

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AFRS wants to leave customers with *positive* feeling

By Brig. Gen. Edward Rice
Air Force Recruiting Service

This month's *Recruiter* magazine focuses on customer service. Some of you might wonder why this topic has taken on such a high profile within Air Force Recruiting Service. The answer is simple — if we truly want to be a world-class organization, we have to be world class at customer service. We are fundamentally in the customer service business as are all companies that work in the sales arena. While our current customer service isn't bad by any means, we must do even better if we are to reach our full potential.

While the term customer service has a broad meaning, in my mind the bottom line is we want everyone who touches our organization to come away from that encounter with a positive feeling. Even those to whom we have to say "no" should feel like we were polite, responsive and honest in our dealings with them. Customer service is not a program or a process; it is an attitude — an attitude that is readily apparent in world-class organizations.

The last time I bought a car, the dealership followed up with a phone call and a letter inquiring about their customer service. A few weeks ago, I bought a new big screen television (no, you can't come watch the Super Bowl at my house) and shortly after the pur-

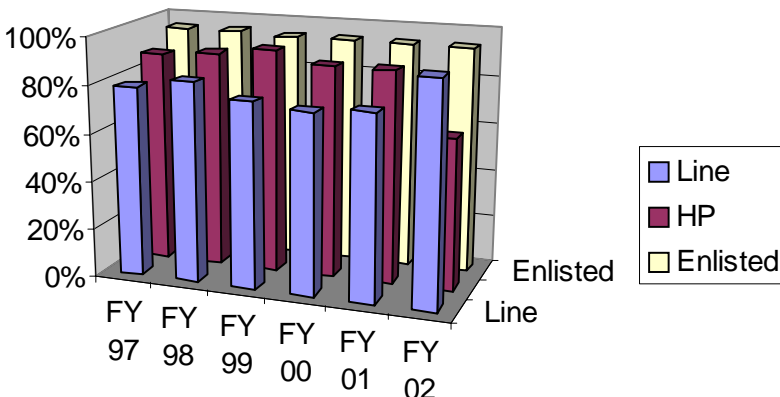
chase I received a letter asking me about my sales experience. Moreover, last week my home computer wasn't working properly so I called the company for help and the first thing the technician said was that the phone call may be monitored. In other words, the top companies have figured out that it's not enough to talk a good game about customer service, you have to measure it if you want to really be good.

As you know, we have plenty of production elements we measure in AFRS. We, and you, know exactly where we stand concerning our goals on a daily basis. However, we do nothing to measure customer service. Usually, the only feedback we get is when someone has a complaint. We need to know when we are doing well and when we are falling short. We need to reward those who excel in this area, just as we reward those who excel in the production arena. We need to understand better the constraints on recruiters' time that prevent them from providing world-class service. We need to understand what we need to do at the headquarters to help us improve.

Over the coming months, we will look at AFRS from top to bottom to determine what we need to get our customer service at the same level as our production. You consistently outperform the competition in terms of production; let's all pull together to meet the same standard with customer service.

AFRS future:

Air Force Recruiting Service plans to survey customers to help learn where improvement is needed



Friendly recruiter

Above is the percentage of Basic Military Training and Officer Training School airmen who responded "excellent" or "good" when asked if their recruiter was a friendly, cooperative person. Air Force Recruiting Service wants to improve this number by implementing new customer service programs.

Source: BMT, BOT, COT Surveys

Infographic by Senior Airman Marti Ribeiro

**By Senior Airman
Marti Ribeiro
Air Force Recruiting Service**

A

ir Force Recruiting Service answers thousands of phone calls and deals with thousands of walk-in customers each year. This ever-watchful public eye is the reason AFRS is always building on its world-class customer support.

"Customer service isn't a new thing, it's something we've always been working at," said Lt. Col. David McCormick, chief of enlisted accessions. *New Airman* magazine, AFRISS, the new website and live chat rooms are

all elements designed to improve customer support he said.

"We are doing pretty good at customer service," the colonel said, "but we can always improve."

The Department of Defense is the largest entry-level employer in the United States, said Colonel McCormick; most applicants are drawn to the Air Force because of the perceived better quality of life, high-tech lifestyle and better customer service.

"We don't want to let our applicants down by providing them bad customer service," he said.

Focus on 'World Class Customer Support'

Customer support starts before the applicant walks into the recruiter's office, said Colonel McCormick.

The ease of locating the office, finding a parking spot, phone conversations, mailed literature and explorations on the website all affect the customer before he walks in.

It's continued during the selling and application process, MEPS processing and final paperwork and carries on until after they're sworn into the DEP, he said.

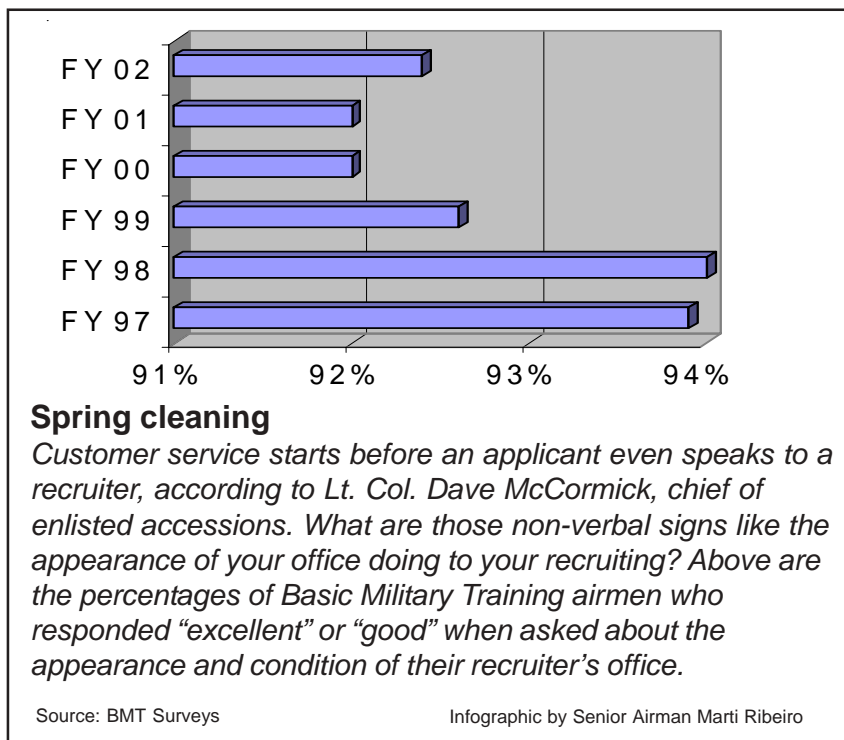
"After our applicants have sworn into the DEP we need to follow up regularly and keep them engaged in recruiting events so we don't lose them," said Colonel McCormick.

Throughout an applicant's entire recruiting experience, recruiters should treat them the way they would want to be treated, said Colonel McCormick.

According to Recruiting Service Operations, research suggests that average businesses never hear from approximately 95 percent of their unhappy customers.

Furthermore, for every complaint received, there are 25 more problems, six of which are considered serious.

This means for AFRS, that we need feedback from our custom-



ers, said Lt. Col. (Dr.) David Chiesa, chief of medical and line officer accessions.

"Any business that is serious will ask for feedback," Colonel Chiesa said.

That's where AFRS is heading in the future, said Colonel Chiesa.

"We want to compile data from various feedback outlets like the OTS, BMT, AFRISS and employee customer service surveys, and figure out where we can improve."

Improving and furthering customer support is the direction AFRS is headed he said. "Because if we don't take care of our customers, someone else will."

Action team here to save the day

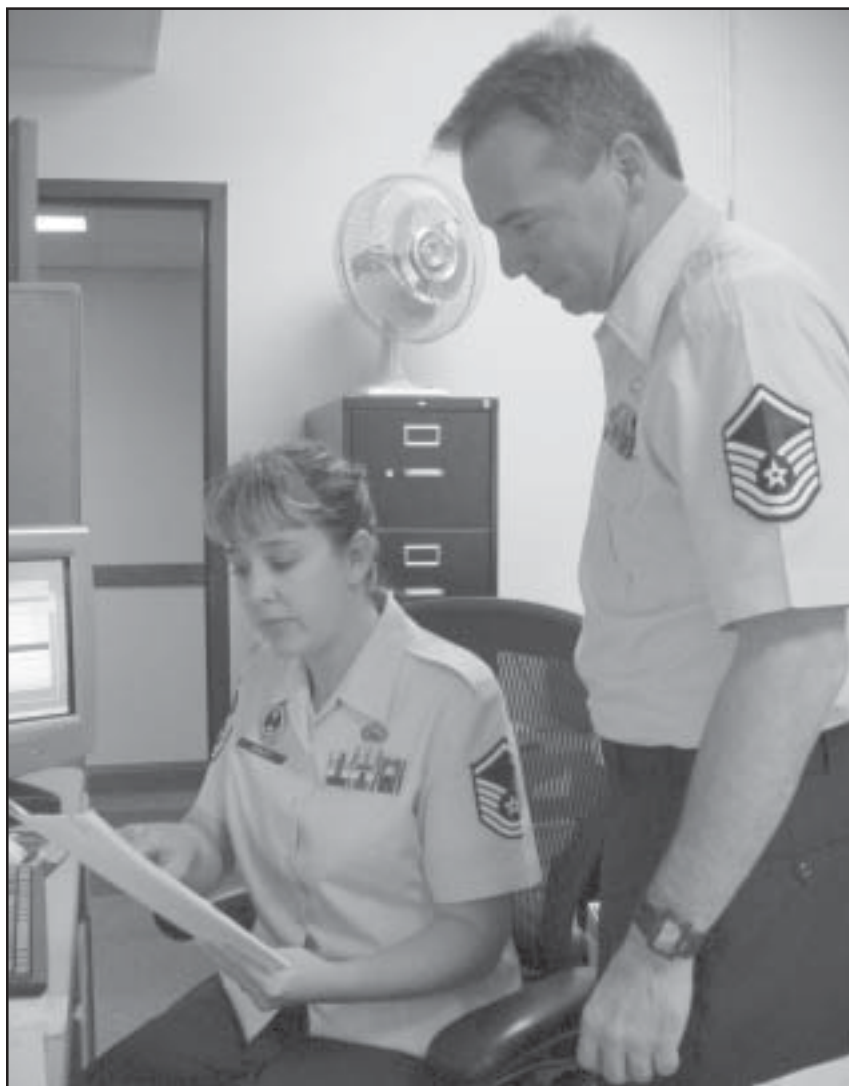


Photo by Senior Airman Marti Ribeiro

Master Sgt. Anne DeWitt, NCOIC of enlisted standards provides customer service to Master Sgt. John Gereaux, chief of enlisted standards. Internal customer service is just as important as external customer service, according to Lt. Col. (Dr.) David Chiesa, chief of medical and line officer accessions .

**By Senior Airman
Marti Ribeiro
Air Force Recruiting Service**

They don't have flashy superhero costumes, or catchy theme music, but the Air Force Recruiting Service customer service action team is here to support those in need.

Brig. Gen. Edward Rice, AFRS commander, established the team to raise AFRS customer service awareness. The team plans to accomplish this by

identifying obstacles to customer service, surveying the industry's "best practices," developing new process strategies and suggesting recommendations.

"We want our customers to be afforded the best customer service we can offer," said Lt. Col. (Dr.) David Chiesa, chief of medical and line officer accessions and action team co-chairman.

Prior to establishing the team, General Rice sent out a policy letter stating "all customers will



receive a response to queries within 24 hours.” This puts responsibility on recruiters and support staffs to make sure customers are taken care of in a timely matter.

To carry on this customer service awareness theme, the action team introduced their plan of action at the Annual Leadership Conference. In the works are ideas for a customer support awards program where individuals and squadrons can be nominated quarterly for world class customer support.

“We would like to establish a separate category in the quarterly awards,” said Colonel Chiesa. “I think recognizing people for great customer service will promote it even more in the squadrons.”

The second phase of this awareness plan involves web-based and written surveys distributed to internal, AFRS, and external applicant audiences. An important aspect to remember, according to Colonel Chiesa, is that everyone deserves world class customer service – not just the applicants.

AFRS also has future plans for a toll-free phone number that strictly deals with customer service. A framed “Tell me how we did” sign with a toll-free number is suggested for every recruiter’s office. Applicants with comments or complaints will be able to call the number and their

message will be routed to the correct squadron with a courtesy copy going to the group.

“The important thing to get out,” Colonel Chiesa said, “is that we’re not a punitive action team – we’re seeking to improve an already strong process.

“All squadrons have aspects of customer support that are good, excellent and/or outstanding — but we want to transition from this to world class customer service,” he said. According to the colonel, the team with input from AFRS and applicants, is trying to determine where support is needed so extra training can be sent that way.

This second phase will also address the need to collect data on how AFRS is fairing in the customer support arena. Responses from the surveys and the toll-free number will help the action team evaluate and identify areas for improvement.

“When performance is measured ... it improves.

When performance is measured and compared ... performance improves still more.

When performance is measured, compared and significant improvement is recognized and rewarded ... productivity really takes off.”

-Gen. (ret.) W. L. Creech

“After the data is collected the team will establish a metrics system to measure areas already identified for improvements,” the colonel said. “Measuring how we are doing is a great way to find out how good or bad our customer service is.”

“Our customers look at the Air Force as a means to make their life better – we need to raise the level of customer service in order to keep more people,” said Lt. Col. Dave McCormick, chief of enlisted accessions and action team co-chairman.

The team plans to implement a lot of these ideas during fiscal 2003, but the action team doesn’t end there.

“This isn’t going to be a short lived action team,” Colonel Chiesa said. “This is going to be a long-term dynamic program that enhances business and increases customer satisfaction for years to come.”

Not everyone gets to be an airman

Turning them down without turning th

By Staff Sgt. John Asselin
Air Force Recruiting Service

For every 100 recruiting leads received, only one person ships to basic training, so it is obvious that many are turned away in the recruiting process.

Unfortunately, recruiters find they have to use the “no” word quite often in their vocabulary.

Most people dislike being told “no,” but handle it much better if they are given other options, according to Lt. Col. Dave McCormick, chief of enlisted accessions at Air Force Recruiting Service.

“It’s not so much we say ‘no,’ it’s how we say it,” Colonel McCormick said. “We are a professional recruiting force and we must treat people with dignity and respect. Pay close attention to body language and tone – they can be as important as the

“Today’s disqualified applicant could be tomorrow’s highly qualified airman.”

-Lt. Col. Dave McCormick

words you use.”

Saying “no” and disqualifying applicants is a fact of life for recruiters. There are two different kinds of disqualifications in recruiting – temporary and permanent.

The majority of people recruiters have to turn away are temporarily disqualified, or not currently eligible for enlistment, Colonel McCormick said.

“Today’s disqualified applicant could be tomorrow’s highly qualified airman,” he said. “An applicant may not have the appropriate education level, or may have a financial problem. If we give them a road map on how to remedy their issue, they could be qualified in the future.”

A permanent disqualification is the result of a person’s condition that makes them ineligible to join the Air Force, for example, a person who has asthma or vision problems. Another situation would be previous drug use other than marijuana. It’s very important these people are let down easy as well, the colonel added.

“Remember, even though we’ll probably never get these people in the Air Force, they have family and friends that may be qualified,” he said. “Explain to them why they are disqualified and how we are looking out for their good, not just the good of the Air Force. Their positive

them off

impression of the Air Force can lead to future referrals for the recruiter.

“It’s important recruiters show that they have made a sincere effort to get the person into the Air Force,” said Master Sgt. Sherri Trowbridge, the enlisted accessions non-prior service manager at AFRS. “People feel they are deserving of our best efforts. Give them your best effort and show that you put your best foot forward for them.”

It’s also important recruiters don’t delay explaining to a person that they are disqualified, Colonel McCormick said.

“Don’t string them along, but don’t shove them off the cliff either,” he said.

“Gently, but firmly, explain to them why they are disqualified,” the colonel added. “Express sincere thanks for their interest in the Air Force and choose a positive close. If you respect them they may just thank you after giving them bad news.”

Graceful letdown strategies and techniques

- Cite facts showing the decision was fair and impartial.
- Assure applicant that their qualifications have been closely and carefully examined by our experts and are uniformly applied (we didn’t single them out).
- Explain that we have substantial “basic training success” data supporting our decision to accept only healthy, high school diploma graduates who have scored well on our aptitude test.
- If they are disqualified, explain why it may not be in the applicant’s best interest to enter active duty. Don’t simply cite Air Force policy. Examples:
 - We often deploy to locations where people with asthma can be put in more danger and necessary medications may not be available.
 - Many Air Force locations and duty schedules are incompatible with single parenthood.
 - Military pay as an E-1 is not sufficient for those with high debt loads ... we don’t want to put anyone in a huge financial bind.
- Use positive, rather than negative messages and words.
- Emphasize applicants’ strengths, not weaknesses
- Protect the applicant’s pride. Think how you’d want to be treated.
- Avoid being a know-it-all.
- Don’t sound wishy-washy — if the disqualification is permanent, say so.
- Let the applicant know your message represents a firm, final decision.
- Don’t urge the applicant to recontact you, unless desired.
- Explain options to remedy current temporary disqualifications, if appropriate. Example:
 - Explain how to become qualified educationally by getting a HSD, GED, or 15 hours of college, U.S. citizenship, lowering debt ratio, etc.

Attitude — you own it, control it

By Lt. Col. Naomi Lawless
27th Medical Operations Squadron

CANNON AIR FORCE BASE, N.M. (AFPN)
— Each of us has something that no one can control or take away from us: our attitude.

Our attitude is the soul of our being. It can change how we look at ourselves, how we look at our environment, how we act and how others perceive us. Attitude can affect our health, our goals, and how we deal with successes and failures.

Attitude is the difference between just existing in life, passing one day at a time, or delighting in life, savoring every moment. Why do most of us neglect to develop this life-changing tool?

You hear it every day from at least one person: “I hate my job;” “There is nothing to do here;” and “I can’t wait until I’m out of here.” Do the people who say these things seem happy? Do you enjoy working alongside them? Are they successful and fulfilled?

You own your attitude, so you can control it. The first step is to acknowledge that you can take charge of your attitude.

Second, determine what your attitude is now. If you could be a fly on the wall and overhear a conversation by people describing your attitude, what would they say? How has your attitude made a difference lately, good or bad?

If the result of this reflection leads to a plan to make changes, perhaps the following tips will help. Read some books on attitude. “The Power of Positive Thinking” by Norman Vincent Peale and “Attitude is Everything” by Keith Harrell are my favorites.

Here are some pearls of wisdom from these authors.

Program your attitude with positive internal dialogue. Remember what they say in the computer world, “garbage in, garbage out.” The next time you make a negative statement, counter it with a positive one. For example, list what you would count as a blessing.

Change your perspective. The grass is not always greener on the other side.

Not knowing what your purpose in life is can lead to a negative attitude, and while being in the Air Force or associated with the Air Force may not be your ultimate goal, for the time, you can focus today on your purpose in defending the constitution of the United States.

A huge area that can help or hinder how well you manage your attitude is your relationships. The Air Force provides an environment to accept others unconditionally, to earn trust by being trustworthy, to do nice things without expecting anything in return, to be loyal and to understand other viewpoints.

Not everyone you encounter will appreciate these positive attitudes, so stay away from them if you can. These are not the people you want as your closest friends. They will defeat your potential. Stay focused on your goal of being positive and joyful.

Owning your attitude is easier said than done. After all, we are just human and we get buffeted daily with events that can bring us down. Some tips to staying motivated are rest, exercise and diet. Set aside time for yourself and with your family and that new set of positive friends you have.

Volunteer to help others, remembering that you have been the recipient of help at one time and that you will be blessed when you pass this along.

Reflect on your specialness. What have you done that was recognized? What is it that you do well?

Finally, feed your spirit daily with motivational tapes and books.

Publisher, psychologist and author of motivational books J. Martin Kohe once said, “The greatest power that a person possesses is the power to choose.” You own your attitude. Choose to make it work for you, not against you.



(Photo by Master Sgt. Rick Perez)

Balloon fiesta gives recruiters chance to take off

**By Master Sgt. Rick Perez
367th Recruiting Squadron**

More than 750 brightly colored hot-air balloons filled the sky over the Albuquerque International Balloon Fiesta last October in Albuquerque, N.M. Old aviation met new aviation as recruiters from the 367th Recruiting Squadron, “D” Flight were out with Ricky to greet the crowd.

More than one million people attended the nine-day event with approximately 1,200 of those spectators, stopping to grab a dog tag or get information about the Air Force.

Recruiters, flight supervisors and DEPpers were out in full force to answer questions for prospective applicants and parents.

“The balloon fiesta was a great awareness event,” said Master Sgt. Charles Lamer, 367th RCS Flight Chief. “Our awareness was a success because we were broadcast live on all major TV stations in the Albuquerque area – we had live shots of Ricky the

Recruiter, the F-104 mini jet and of course, live Air Force recruiters.”

The Albuquerque International Balloon Fiesta is one of the most photographed events in the world and is attended by people from around the globe, according to Sergeant Lamer. This was the second year Air Force Recruiting Service participated in the Albuquerque International Balloon Fiesta and the success of the event ensured recruiters will be out next year, said Sergeant Lamer.

“This is a perfect venue for the Air Force, we (hot air balloons) represent the oldest form of aviation and I would like to see more forms of aviation here in the future,” said Jodi Baugh, Air Albuquerque Balloon Fiesta, director of corporate sales, and a 10-year balloon fiesta staff member.

“All in all, this event is an excellent venue for Air Force awareness,” Sergeant Lamer said, “and a great opportunity to get amongst the crowd.”

Get a handle on challenging calls

Challenging calls push the limits of your good nature. They make you dig a little deeper into your inner resources — your willingness to find a solution, your eagerness to be courteous, patient and understanding. Let's face it: some of them make you want to scream. But, keep in mind that challenging calls, while rarely enjoyable, are important and meaningful for what they teach you and for the sense of satisfaction you get from handling them well.

When it comes to challenging calls, prevention is the best medicine. There are a number of things you can do to make sure that a routine call doesn't escalate into a challenge. Following are some of them:

- Greet the customer courteously and professionally.
- Question to uncover exactly what the customer needs.
- Listen carefully and confirm your understanding.
- Show a sincere willingness to be of assistance.
- Be polite, and use good business etiquette.
- Use positive language that shows the customer what you can do, not what you can't do.

Of course, in some cases, the customer is angry or upset from the very beginning of the call. When this happens, or when, despite your best efforts, you're unable to head off challenging behavior in the middle of the call, remember that your attitude plays a big role in the ultimate

outcome. When dealing with difficult customers or situations, keep in mind the following guidelines:

• **Be humble.** Even if the customer is wrong or is acting inappropriately, your strategy should be to proceed with humility in what you say and how you say it. This simple measure often puts customers at ease and can quickly change the direction of the call.

• **Focus on the solution.** Put aside the emotions, discern the important details of the situation and focus on what can be done to resolve the issue or problem. In most cases, once you move the focus from problem to solution, the customer will follow your lead.

• **Remain poised.** Regardless of how the customer is acting, the best thing for you to do is to remain poised, calm and confident. This allows you to focus on the solution and shows the customer you have the situation under control. Take a few deep breaths, concentrate and maintain a friendly tone of voice.

• **Avoid defensiveness.** Your job is to serve customers — not to defend yourself against them. If a customer makes a disparaging remark or blames you for the problem, don't react defensively or take it personally. Stick to the facts and carry on with finding a solution.

(This information courtesy of Impact Learning Systems.)

Personnel issues support

Air Force members can now get real-time help with personnel issues online, from anywhere in the world, thanks to new web features offered by the Air Force Contact Center.

The online features, found on the Air Force Personnel Center home page at www.afpc.randolph.af.mil by clicking the Contact Center button, let users view a database of frequently asked questions, chat live online with a customer service representative or submit queries via e-mail. In addition, agents can be reached at a toll-free number, (866) 229-7074, for those customers who prefer to speak to someone directly.

New command chief

The command chief master sergeant for the 2nd Air Force at Keesler Air Force Base, Miss., will become the next command chief master sergeant of Air Education and Training Command.

Chief Master Sgt. Karl Meyers will succeed Chief Master Sgt. William Milligan in January as the top enlisted person in AETC.

New nametags available

The new service dress uniform nametags are available for ordering at Army and Air Force Exchange Service Military Clothing Sales Stores or online at www.aafes.com.

It takes approximately two

weeks to receive the new nametags.

AEF office charter

WASHINGTON (AFPN) — The vice chief of staff of the Air Force extended the charter of the office of the special assistant for air and space expeditionary forces through March 2004.

In a Nov. 12 memo to commanders of all major commands, Gen. Robert Foglesong said the arrangements made in the secretary of the Air Force's May 21 memo originally establishing the office would be continued through that time.

Dr. James Roche stated in the

May 21 memo that the special assistant will reinforce the focus on the air and space expeditionary force construct, improve outreach to the office of the secretary of defense and other external agencies on related topics, and increase the visibility of issues and concerns.

The organization, headed by Maj. Gen. Timothy Peppe, works closely with the AEF Center at Langley Air Force Base, Va., to review, clarify and publish AEF policy and guidance.

Issues currently facing the organization include AEF rotation policies and stressed career field manning.



Yahoo!

Dale Zimmerman, the Air Force winner of the Yahoo! Fantasy Careers in the Military contest held more than two years ago, has been selected to attend Air Force Officer Training School. The 24-year-old United Airlines customer service representative has also been selected to attend undergraduate pilot training following graduation from OTS. In winning the contest, the Junction City, Ore., native was rewarded with a trip to Tyndall Air Force Base, Fla., where he flew an orientation flight in an F-15 Eagle. Zimmerman was recruited by Staff Sgt. Jeff Glick in Portland, Ore.

BEST PRACTICES

Recruiter's Toolbox

SALES AID FOR MECH JOBS -

The Air Force News article about CCAF granting FAA certification for engine maintainers (<http://www.af.mil/news/Aug2002/81302101.shtml>) was printed out and added to sales binders. MSgt Vance Gorham, 338th RCS, (937) 390-1028

NEWSPAPER COVERAGE -

Recruiter has the school paper take photos and print an article as he presents CCAF enrollment certificates to his DEPPers. The article stresses that the student is a recipient of the 100 percent Tuition Assistance Scholarship. TSgt George Peoples, 338th RCS, (937) 773-5695

AIR FORCE DEPPACKS

are given to DEPPers during classroom presentations. Allows recruiter to recognize a new airman in front of his peers, with an opportunity for the recruiter to talk about the Air Force. TSgt Jeffry Roudebush, 333rd RCS, (305) 557-3821

AIR FORCE BIRTHDAY CAKES -

Recruiters order small bakery cakes and take them to local radio stations to celebrate the Air Force birthday. Recruiters are immediately put "on-air" to say thanks — free advertisement. MSgt Ed Coull, 336th RCS, (805) 385-3846

PERSONNEL DATABASE

SYSTEM was developed by the squadron using Microsoft Access. This database is used for tracking EPR suspenses, performance feedbacks, phone listings, TDY orders, business cards and more. TSgt Luke Lake, 333rd RCS, (321) 494-3476

AIR FORCE FACT FOLDERS

with fact sheets on the Air Force Academy, ROTC College Scholarship Program and the Enlisted Programs, are distributed to area guidance counselors — building block for a strong school program. SSgt Shawn Amerson, 333rd RCS, (407) 682-0050

ONLINE CALENDAR

was created through Yahoo.com so recruiters could check the schedule for marketing tools and special events. Marketing has editing access, but anyone can view it. See the calendar at <http://calendar.yahoo.com/rcs343>. TSgt Steven Marciniak, 343rd RCS, (402) 232-3753

DIGITAL CAMERAS

were purchased for all enlisted and officer accessions flights. Easy access to digital cameras enhanced publicity program and made it easy to take and transmit photos of squadron events. Maj. Scott Katz, 341st RCS, (210) 671-3970

"TAKE ONE" BOX IN BOOKSTORES -

Recruiter got permission from bookstores to place an Air Force "take one" box near the ASVAB study guides. TSgt Robert Tilghman, 333rd RCS, (941) 625-9723

DEP PROGRAM

- Recruiters developed a DEP pyramid recall roster, which has cut down workload — recruiter makes one call instead of 25. MSgt Lawrence McPherson, 338th RCS, (614) 864-1241

DEPPACK T-SHIRTS

are distributed at the MEPS after an applicant takes the enlistment oath. This is consistent with the other services. Maj. Scott Katz, 341st RCS, (210) 671-3970

AIR FORCE BAGS

- Recruiter worked with local video stores to have them use Air Force plastic bags with video rentals. TSgt Robert Tilghman, 333rd RCS, (941) 625-9723

Senior Master Sergeant

Russell Stark	314 RCS
Timothy Novota	360 RCG
Thomas Nelligan	372 RCG

Master Sergeant

Michael Allstott	HQAFRS
James Harshbarger	311 RCS
Robert Modica Jr.	319 RCS
Dwain Neeley	332 RCS
Larry Pollard	332 RCS
Danny Hicks	333 RCS
Gary Careaga	336 RCS
Thomas Herold	337 RCS
Wesley Baker	341 RCS
Stacy Hill	342 RCS
Joseph John III	345 RCS
Robert Clary	348 RCS
Scott Everett	348 RCS
John Cline	362 RCS
Robert Kitto	362 RCS
Corde Elliott	367 RCS
Robert Hawkins Jr.	368 RCS
Brett Nolte	368 RCS
Alberto Daniel Jr.	369 RCS
James Henry	369 RCS
David Walley	369 RCS

Technical Sergeant

Francis Thurman	311 RCS
John Will Jr.	318 RCS

Brian Weaver	330 RCS
George Adams	331 RCS
Sabina Giddens	331 RCS
Edward Romero	333 RCS
John Ortiz	338 RCS
Terrance Ray Hagan	341 RCS
Alicia Walker	341 RCS
Michael Landrus	342 RCS
Douglas Polashek	342 RCS
Tony Boyd	343 RCS
Jim McClung	344 RCS
Brian Carey	345 RCS
Richard Williamson	348 RCS
Carl Childs Jr.	349 RCS
Rosella Presley	349 RCS
Brian Hazelton	361 RCS
Matthew Burrell	364 RCS
Anthony Locke	364 RCS
Mickey Merrel	369 RCS
Rodney Singleton	369 RCS

Staff Sergeant

Christopher Lando	313RCS
Garrett Martin	318 RCS
Nouphone Subkanha	336 RCS
Michael Langdon	337 RCS
David Belcher II	338 RCS
Counsuelo Hummons	347 RCS
James Martin	362 RCS
Terry Sulpizio	362 RCS
Michael Levergood	369 RCS

Annual award winners

Top overall squadron - 364 RCS

Carol DiBattiste most improved squadron award - 311 RCS

AFRS commander's award of excellence - 348 RCS

Top squadron - enlisted accessions programs - 364 RCS

Top squadron - officer accessions programs - 367 RCS

Squadron standard of excellence - enlisted accessions programs - 364 RCS

Squadron standard of excellence - officer accessions programs - 367 RCS, 317 RCS, 364 RCS

Top Military Entrance Processing Stations

Small - Albuquerque, N.M., MEPS - 367 RCS

Medium - Little Rock, Ark., MEPS - 348 RCS

Large - Sacramento, Calif., MEPS - 364 RCS

MEPS standard of excellence award - Little Rock, Ark., MEPS - 348 RCS

Top recruiter - Staff Sgt. Lloyd Reiser, 311 RCS

Top EA recruiter - Staff Sgt. Lloyd Reiser, 311 RCS

Top OA recruiter - Master Sgt. Kelly Trahan, 344 RCS

Top rookie recruiter - Staff Sgt. James Consejero, 367 RCS

Top support NCO(8R000) - Master Sgt. Patrick Brandell, 361 RCS

Top support NCO(non-8R000) - Tech. Sgt. Janice Page, 349 RCS

Spouse of the year - Tina Giles, 344 RCS

Top EA flight chief - Master Sgt. Reginald Destin, 341 RCS

Top OA flight chief - Master Sgt. Patricia Dowdel, 367 RCS

Langley Spirit - Staff Sgt. Christopher Klawitter, 362 RCS

Top squadron training branch - 364 RCS

Top squadron operations flight - 342 RCS

Top squadron marketing branch - 342 RCS

Top squadron support flight - 349 RCS

Top OA flight - 367 RCS

Top EA flight - 341 RCS, "B" flight

Top squadron safety award - 332 RCS

Top AFRS Resource Advisor - Tech. Sgt. Ivanis Washington

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